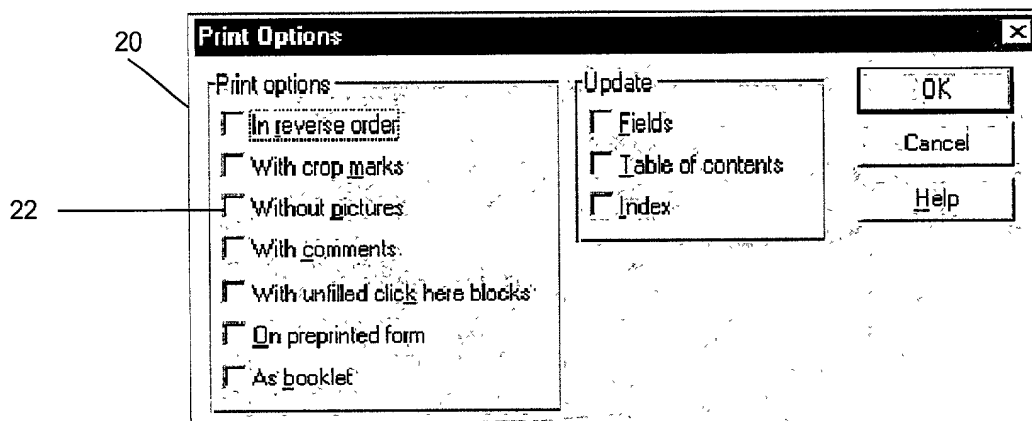
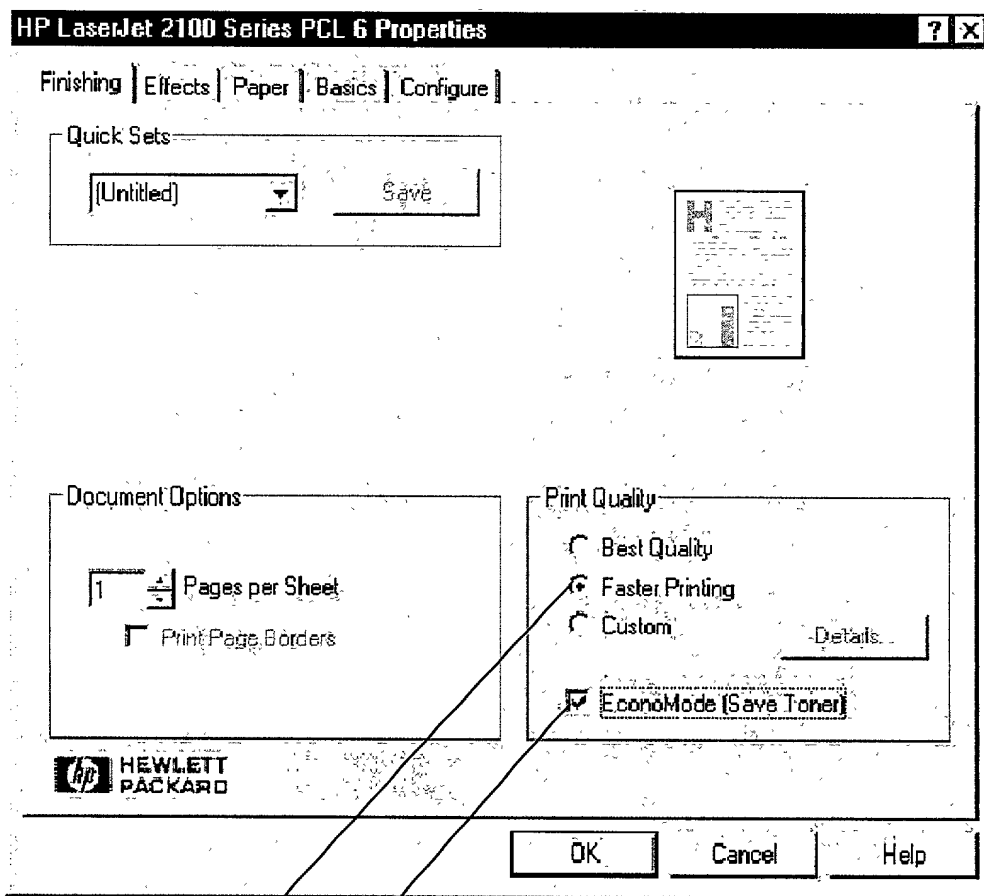


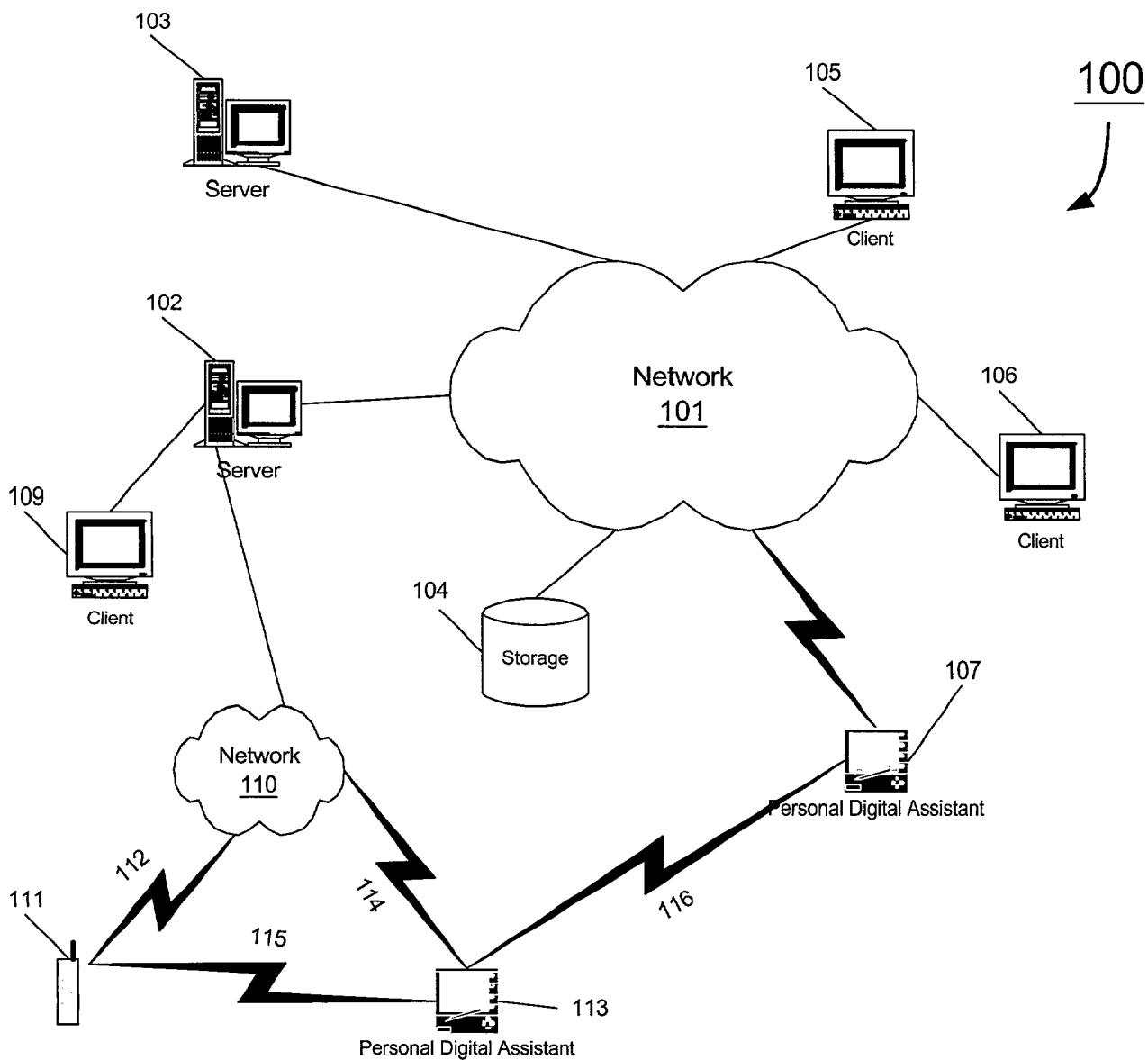
Prior Art
Figure 1A



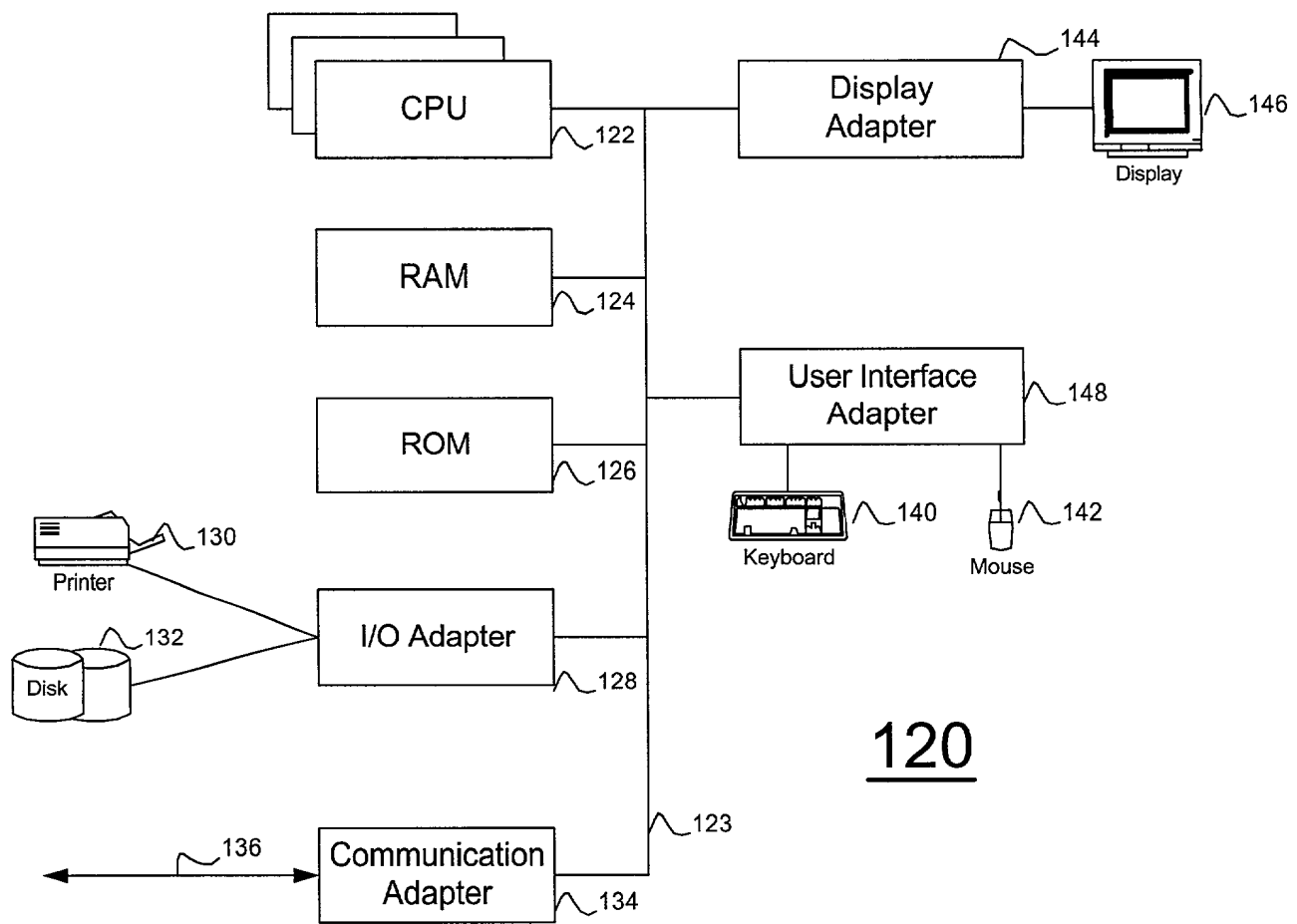
Prior Art
Figure 1B



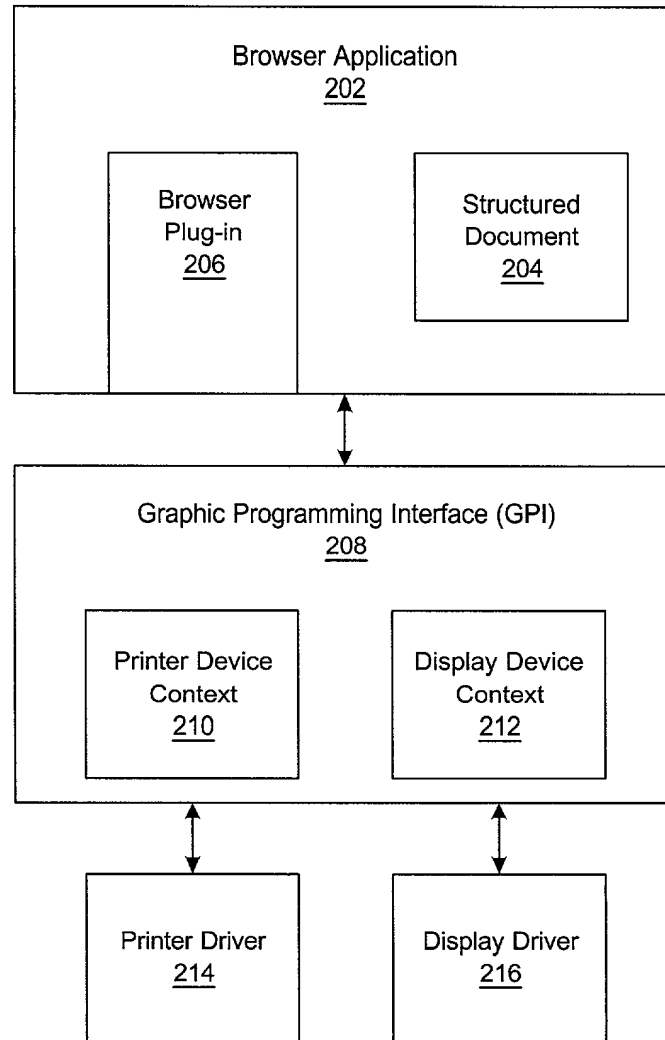
Prior Art
Figure 1C



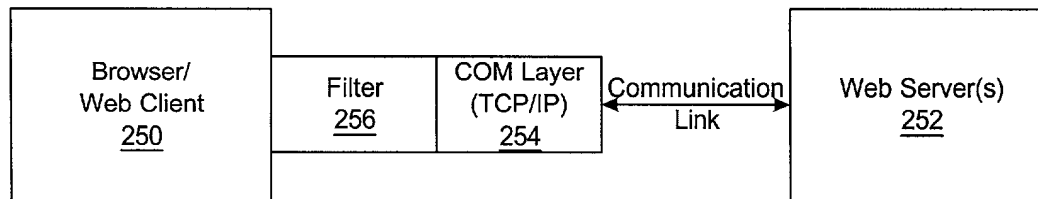
Prior Art
Figure 1D



Prior Art
Figure 1E



Prior Art
Figure 2A



Prior Art
Figure 2B

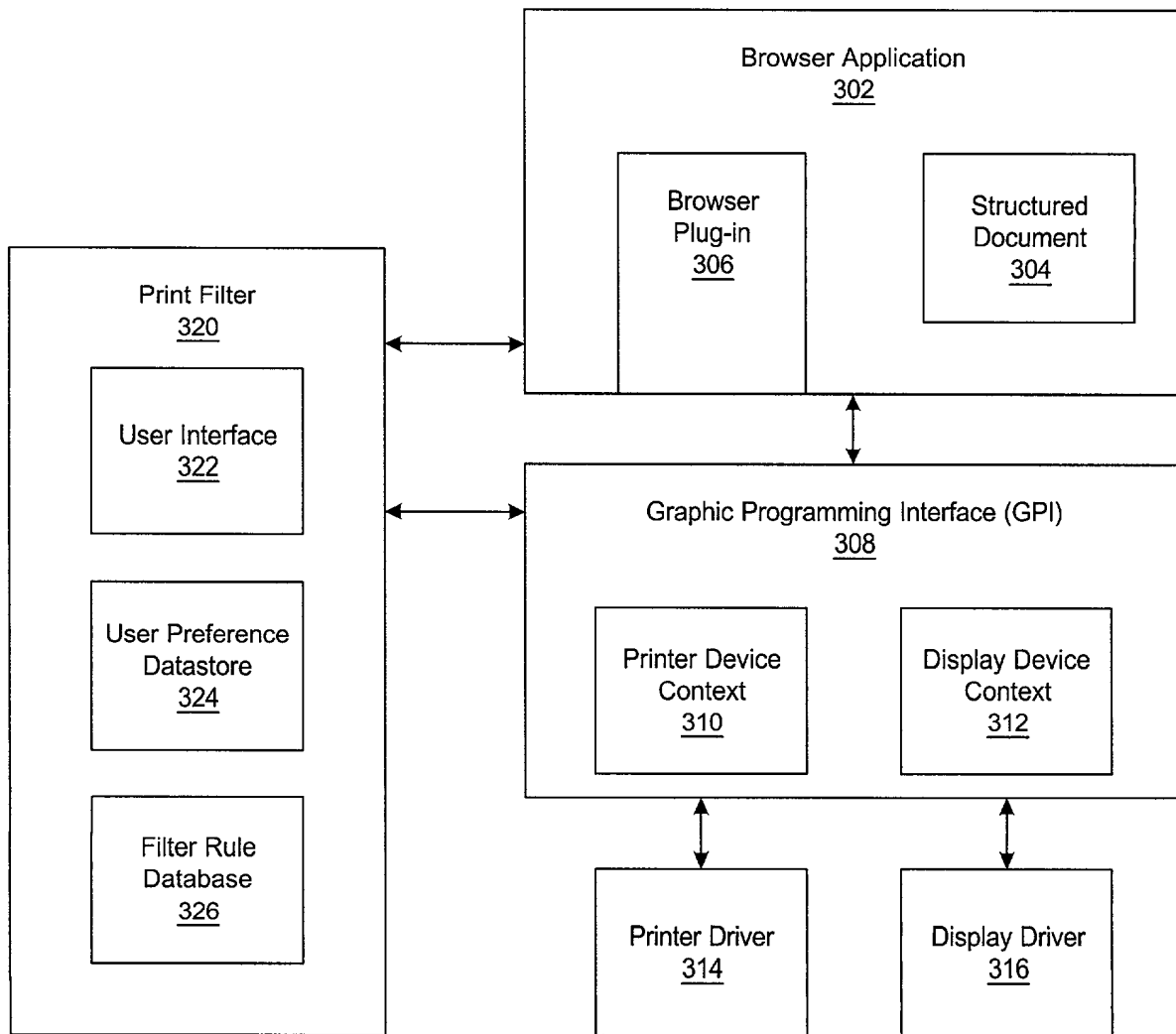


Figure 3

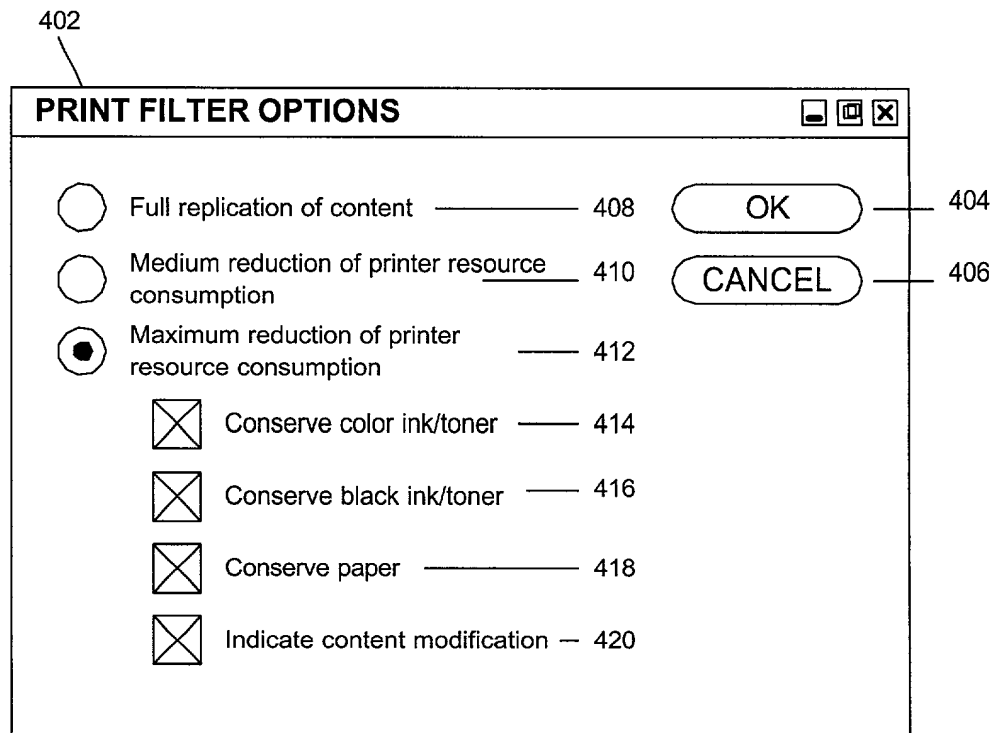


Figure 4

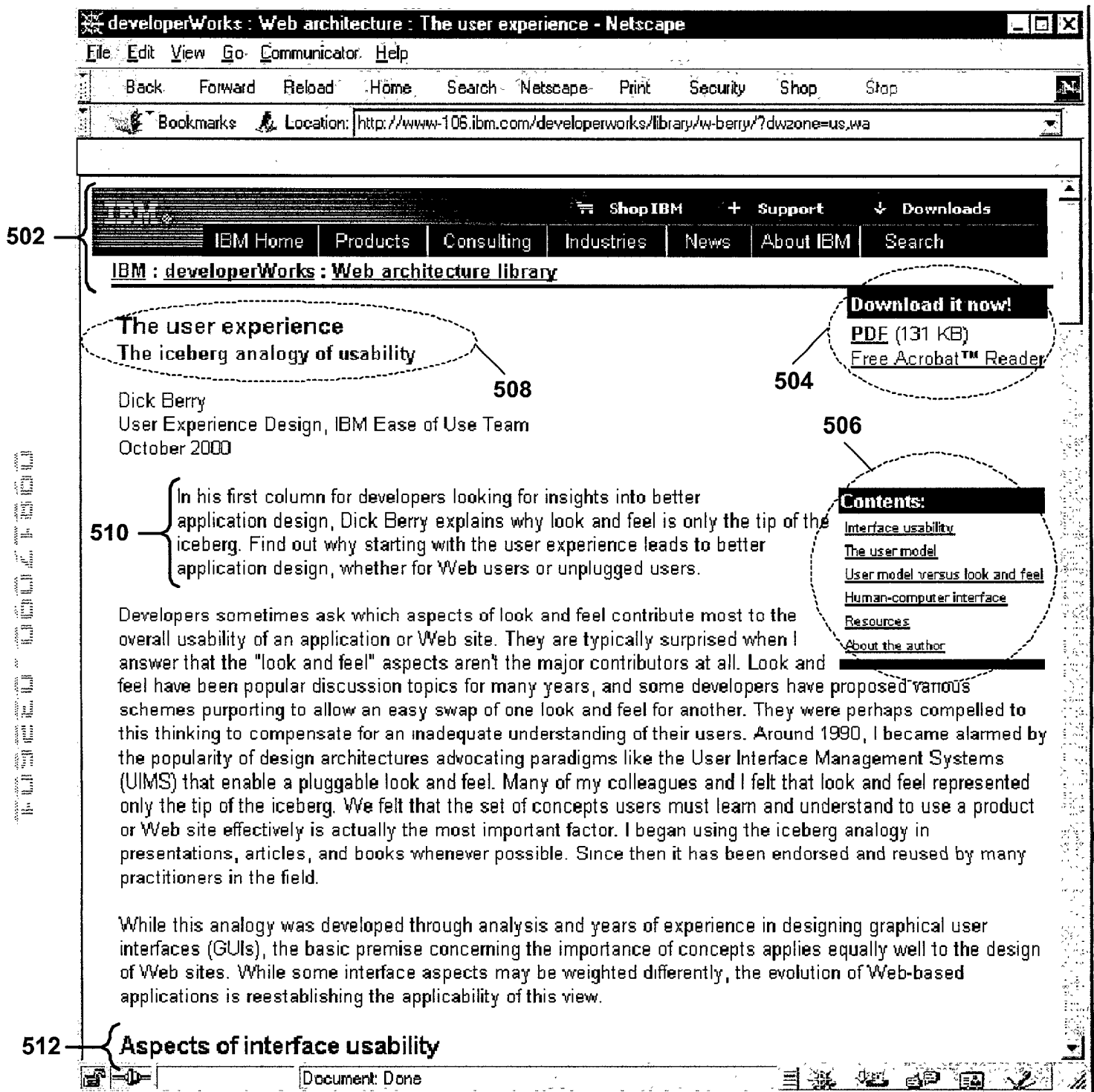


Figure 5A

552 { The user experience // The iceberg analogy of usability
Dick Berry // User Experience Design, IBM Ease of Use Team // October 2000

In his first column ***** } 560

Developers sometimes ask which aspects of look and feel contribute most to the overall usability of an application or Web site. They are typically surprised when I answer that the "look and feel" aspects aren't the major contributors at all. Look and feel have been popular discussion topics for many years, and some developers have proposed various schemes purporting to allow an easy swap of one look and feel for another. *****

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While this analogy was developed through analysis and years of experience in designing graphical user interfaces (GUIs), the basic premise concerning the importance of concepts applies equally well to the design of Web sites. While some interface aspects may be weighted differently, the evolution of Web-based applications is reestablishing the applicability of this view.

554 { Aspects of interface usability
Let's examine the interface aspects that contribute to usability, and the role of look and feel. The usability of an interface can be analyzed by identifying three sets of aspects: look, feel, and the user model, as shown in Figure 1. The look includes aspects such as visual cues, feedback, and esthetics. ***** } 558

566 { =====
Figure 1. The user model outweighs look and feel in the usability of an interface

556 { The user model
The user model consists of aspects related to what the user is trying to accomplish, or in other words, the user's task goals. Continuing the language analogy, these goal-related aspects represent the semantics. They convey meaning in the conversation between the user and the system. ***** } 558

A user model is typically described in terms of user objects, the behaviors and properties of those objects, and their interrelationships.

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Figure 5B

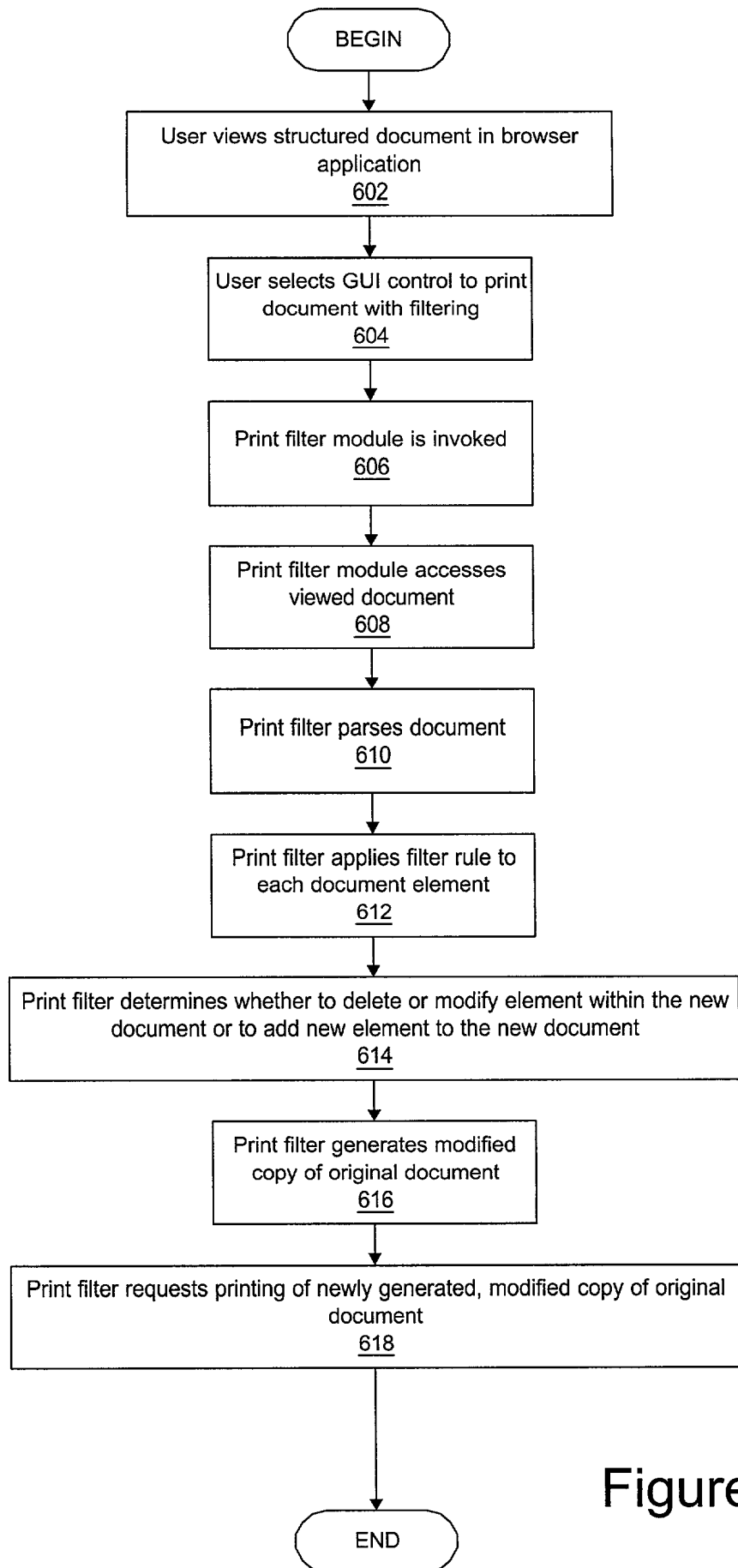


Figure 6